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11/26/51

# fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

# 1951

january

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august

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october

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december

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# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
<u>WEEK ENDING FRIDAY, NOVEMBER 23, 1951</u>			
Friday Nov. 23 11:00 A.M.	PRESS SHOWING OF MME. ALEXANDER'S DOLLS "A Little Theatre" showing of Mme. Alexander's dolls. By invitation. Publicity: Lois Garrett, MU. 9-7000.	B. ALTMAN & CO.	5TH FLOOR RUG GALLERY
Friday Nov. 23 2:30 P.M.	HOLIDAY CLOTHES FROM "YOUNG NEW YORKER SHOP" Presentation of Holiday fashions from the "Young New Yorker Shop". Press invited. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD AND TAYLOR	6TH FLOOR-YOUNG NEW YORKER SHOP

Beginning Friday Nov. 23- Dec. 22	SPECIAL CHRISTMAS SHOPPING SCHEDULES	RETAIL STORES	NEW YORK CITY, BROOKLYN, NEWARK
	Regular closing hours on Saturday, unless otherwise indicated.		
	<u>STORE</u>	<u>BEGINNING</u>	<u>HOURS</u>
✓	ABRAHAM & STRAUS (Bklyn)	Dec. 5	.9:30 A.M. to 9:00 P.M.
	ARNOLD CONSTABLE . . . . .	Dec. 10	.9:30 A.M. to 9:00 P.M.
	L. BAMBERGER (Newark) . . . . .	Dec. 5	.9:45 A.M. to 9:00 P.M.
	BLOOMINGDALE'S . . . . .	Dec. 3	.9:30 A.M. to 9:00 P.M.
	BONWIT TELLER . . . . .	Dec. 10	.9:30 A.M. to 7:00 P.M.
			(Closed Mon., Dec. 24)
	FRANKLIN SIMON . . . . .	Dec. 3	.9:30 A.M. to 9:00 P.M.
	GERTZ (Long Island) . . . . .	Nov. 23	.9:30 A.M. to 9:30 P.M. (Incl. Sat.)
	GIMBELS . . . . .	Dec. 3	.9:30 A.M. to 9:00 P.M. (Incl. Sat.)
	HEARN'S . . . . .	Dec. 6	10:00 A.M. to 9:00 P.M. (Incl. Sat.)
	HECHT'S . . . . .	Dec. 3	.9:45 A.M. to 9:00 P.M. (Incl. Sat.)
	KRESGE-NEWARK . . . . .	Dec. 5	.9:45 A.M. to 9:00 P.M.
	LANE BRYANT . . . . .	Dec. 6	.9:30 A.M. to 9:00 P.M.
	LOESER'S (Bklyn) . . . . .	Dec. 5	.9:30 A.M. to 9:00 P.M.
	LORD & TAYLOR . . . . .	Nov. 23	.9:30 A.M. to 6:00 P.M.
	MACY'S . . . . .	Dec. 6	.9:45 A.M. to 9:00 P.M.
	MAY'S (Bklyn) . . . . .	Dec. 5	.9:30 A.M. to 9:00 P.M.
	MARTIN'S (Bklyn) . . . . .	Dec. 5	.9:30 A.M. to 9:00 P.M.
	McCREERY'S . . . . .	Dec. 6	.9:30 A.M. to 9:00 P.M.
	NAMM'S (Bklyn) . . . . .	Dec. 3	.9:30 A.M. to 9:00 P.M.
	OPPENHEIM COLLINS . . . . .	Dec. 3	.9:30 A.M. to 9:00 P.M.
	OHRBACH'S . . . . .	Dec. 17	10:00 A.M. to 8:30 P.M.
	RUSSEKS . . . . .	Dec. 17	10:00 A.M. to 9:00 P.M.
	SAKS FIFTH AVENUE . . . . .	Dec. 17	.9:15 A.M. to 9:00 P.M.
	SAKS 34TH STREET . . . . .	Dec. 3	.9:30 A.M. to 9:00 P.M. (Incl. Sat.)
	STERN'S . . . . .	Nov. 23	.9:30 A.M. to 9:00 P.M.
	WANAMAKER'S . . . . .	Dec. 10	12:00 Noon to 9:00 P.M.
	The following stores will be open <u>Thursday evenings</u> only: BENDEL, MILGRIM, McCUTCHEON'S, and TAILORED WOMAN. <u>Stores not open any evenings:</u> B. ALTMAN, BERGDORF GOODMAN, BEST & CO., BOND'S, DE PINNA, GUNTHER JAECKEL, JAY THORPE, and PECK & PECK.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, NOVEMBER 26, 1951</u>			
Nov. 26 10:30 A.M.	JANE DERBY (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 785 FIFTH AVENUE. By invitation only.		
Monday Nov. 26 10:30 A.M.	PREVIEW: SPRING "AT-HOME" FASHIONS BY BRIGANCE Tula will invite the press to a showing of Spring "at-home" fashions, designed by Brigance. By invitation. Contact: Muriel Victor, MU. 9-3737.	TULA, INC.	105 MADISON AVENUE SHOWROOM-5TH FLOOR
Monday Nov. 26 12:00 Noon Press Preview; 2:00 P.M. Trade	SPRING AND SUMMER 1952 SHOE FASHIONS The Popular Price Shoe Show of America will present a special industry showing of Spring-Summer 1952 shoes for men, women and children. By invitation only, for the press. <u>Trade showings beginning Monday, Nov. 26, at 2:00 P.M. through Wednesday, Nov. 28.</u> Trade Contact: Edward Atkins, MU. 2-8705. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Monday Nov. 26 2:00 P.M.- 6:00 P.M.	MILLINERY FASHIONS AT CELEBRITY PARTY Editta Sherman will introduce Jean Anderson, designer, who will present a collection of her millinery. Stars of stage, screen and television will be present. By invitation only. Contact: JU. 6-5315.	EDITTA SHERMAN	THE SHERMAN STUDIO 1203, CARNEGIE HALL
Nov. 26 2:30 P.M.	PAUL PARNES (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 498 SEVENTH AVENUE. By invitation only.		
Monday Nov. 26 5:00 P.M.	COCKTAIL PARTY TO HONOR JEAN DESSES Norma Geer, French representative of Celanese Corporation, will give a cocktail party in honor of Jean Dessès. By invitation only. Dessès Publicity: Rosemary Sheehan, CI. 7-8060.	NORMA GEER OF CELANESE CORP.	HOTEL BARCLAY 111 EAST 48TH STREET
Monday Nov. 26 7:30 P.M.- 9:30 P.M.	NINTH SESSION OF FASHION TRAINING COURSE Subject: "Editorial"--magazines, newspaper. Speakers: Jessica Daves, "Vogue"; Virginia Pope, The New York Times; Jacquita Wilson, "Harper's Bazaar". Fee: \$2.00. Contact: The Fashion Group, CI. 7-3940.		
Nov. 27 10:30 A.M.	MONTE-SANO & PRUZAN (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 21 WEST 46TH STREET. By invitation only.		
Tuesday Nov. 27 2:30 P.M.	HENRY ROSENFELD'S RESORT AND HOLIDAY FASHIONS "Color Chromatics"--Russeks Fifth Avenue will present a showing of Henry Rosenfeld fashions for Holiday and Resort wear. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Tuesday Nov. 27 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING DRESSES FOR GIRLS Presentation of Spring dresses for children and sub-teens by Individuality Frocks. By invitation only. Publicity: Mollie Baldwin, LE. 2-4281.	INDIVIDUALITY FROCKS (CALLAHAN & COHEN)	520 EIGHTH AVENUE SHOWROOM-23RD FLOOR
Nov. 28 10:30 A.M.	BEN ZUCKERMAN (N.Y. DRESS INSTITUTE COUTURE GROUP) ADVANCE PRESS SHOWING OF SPRING COLLECTION AT 512 SEVENTH AVENUE. By invitation.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 28 12:30 P.M. Luncheon	CRUISE FASHIONS AT LUNCHEON SHOW Carolyn Schnurer will present a collection of Cruise fashions. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Schnurer Publicity: Lee Walker, CH. 4-4587. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CAROLYN SCHNURER	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 28 12:30 P.M. Luncheon	TALL GALS FASHIONS AT LUNCHEON SHOW Presentation of Resort and Cruise fashions for tall gals by Peg Newton. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Peg Newton Publicity: Donna Cannon, PL. 3-7072. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	PEG NEWTON	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 28 2:30 P.M.	PRESS SHOWING OF SPRING COLLECTION Varden will invite the press to a showing of the Spring collection. By invitation only. Publicity: Elsie Brandt, PE. 6-5460.	VARDEN, INC.	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Wednesday Nov. 28 5:30 P.M. Cocktails; 7:30 P.M. Discussion	"SHOP TALK" SESSION BY ADVERTISING WOMEN Cocktails, dinner and discussion of the 3 M's of Selling. Speakers: "Merchandising"--Sara Pennoyer, vice president, James McCreery & Co.; "Manufacturing"--Mary Hester Browne, advertising manager, Coro, Inc.; "Marketing"--Frances Raftery, Ellington & Co., advertising agency. Price: \$4.75, contact: Mabel Blake, 1233 Sixth Avenue, CI. 5-4149.	ADVERTISING WOMEN OF NEW YORK, INC.	ADVERTISING CLUB 23 PARK AVENUE
Thursday Nov. 29 And Friday Nov. 30	"ORLON" ACRYLIC FIBER PRESS PREVIEW Demonstrations and fashion show on present and coming developments in fashions and home furnishings, featuring "Orlon", a new Du Pont textile fiber. For press groups at specified hours, by invitation only. <u>Thursday, Nov. 29, at 10:45 A.M. and 12:15 P.M., each followed by buffet luncheon; and at 2:45 P.M. and 4:00 P.M., each followed by cocktails. Friday, Nov. 30, at 10:45 A.M. and 12:15 P.M., each followed by luncheon.</u> Contact: Blanche Gaillard, LO. 3-6400, Ext. 308.	DU PONT COMPANY	SHERRY'S-300 PARK 2ND FL.-BALLROOM
Thursday Nov. 29 11:00 A.M.	PRESS PREVIEW: NEW BRANCH STORE OPENING Press preview of new branch store. Informal fashion showing all day. Publicity: Ruth Bradfield, WI. 7-3200.	OPPENHEIM COLLINS	HUNTINGTON, LONG ISLAND
Thursday Nov. 29 12:30 P.M. Luncheon	"WORLD OF SILK" FASHION SHOW "World of Silk"--Int'l Silk Ass'n will present Midwinter and Resort fashions in silk, for benefit of Cerebral Palsy Soc. of N.Y.C., Inc. Press invited. Tickets: \$25.00; contact: Marguerite Horst, PL. 3-3005. Publicity Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION-U.S.A.	WALDORF-ASTORIA GRAND BALLROOM
Thursday Nov. 29 1:00 P.M. Luncheon	RESORT AND HOLIDAY FASHIONS AT LUNCHEON Showing of Mme. Garnett's Italian originals for Resort and Holiday wear. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Mme. Garnett Contact: Margaret Troop, EL. 5-5275. Show Comm. and Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	MME. E. GARNETT	HOTEL PLAZA TERRACE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 29 9:00 P.M.	FAN BALL, PAGEANT AND FASHION SHOW Benefit for Memorial Hospital Children's Cancer Fund, with a presentation of all white fur fashions by Maximilian, and diamonds by Harry Winston. Tickets: \$15.00 contact: Tappin & Tew, 38 East 57th St., EL. 5-6672. Maximilian Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN & HARRY WINSTON	HOTEL PLAZA BALLROOM
Tuesday Dec. 4 2:00 P.M.	PREVIEW: READY-TO-WEAR SOPHIE ORIGINALS Saks Fifth Avenue will present Early Spring and Summer Sophie Originals, designed by Sophie of Saks Fifth Avenue and by Stephen Erklin. By invitation. Publicity: Grace de Mun, RE. 7-4206; or PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday Dec. 4 4:00 P.M. Cocktails	JOHN ROBERT POWERS' "SECRETS OF FASHION" John Robert Powers will present a Spring collection, "Secrets of Fashion", designed for him by leading manufacturers, and carrying his label. <u>Showing at 4:30 P.M.</u> By invitation only. Powers Contact: Carl E. Kempf, PL. 5-0990. Publ.: Merchandising Coordinates, WA.9-6758 pr WA.9-9155.	JOHN ROBERT POWERS	STORK CLUB 3 EAST 53RD STREET
Wednesday Dec. 5 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING "Her Age Is Nobody's Business . . . But Yours!" -- a discussion of the <u>Forgotten Market</u> in beauty and fashion. Speakers: Virginia Pope, fashion editor, N.Y. Times; Alice Mathews, cosmetics buyer, Mandel Brothers, Chicago; Dr. Martin Gumpert, physician, author, lecturer on Geriatrics; Dr. Erno Laszlo, head of the Laszlo Institute of Cosmetology; also, vital statistics by the Institute of Life Insurance. Chairman: Beatrice Castle. Price: \$4.00 for members; \$4.25 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 5 12:15 P.M.; 6:00 P.M.	SHOWING OF MCKETTRICK FASHIONS Saks 34th will present McKettrick fashions for women who work. Press invited. Open to public. Publicity: Rita Dobbins, LA. 4-7000.	SAKS 34TH STREET	4TH FLOOR TALLY-HO SHOP
Wednesday Dec. 5 12:30 P.M. Luncheon	BRIDAL FASHIONS AT LUNCHEON SHOWING "To The Bride"--presentation of bridal fashions, designed by Joel for Murray Hamburger, Inc., coordinated with bridal table decor by Carole Stupell and Bride's Magazine. Flower Stylist--Kathryn Churchill. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE.8-8000.	MURRAY HAMBURGER, INC.	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 5 12:30 P.M. Luncheon	DAVID CRYSTAL'S RESORT FASHIONS AT LUNCHEON Saks Fifth Avenue will present Resort and Cruise fashions by David Crystal, Izod of London and Haymaker. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. David Crystal Publ.: Terry Mayer, BR. 9-6560. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Dec. 5 3:00 P.M.	PREVIEW: BRIDAL HEADDRESS FASHIONS "Bridal Bouquets"--presentation of bridal headdresses and bridesmaids' hats by Edward E. Berger, Inc., in the Hotel Shelburne Lounge. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	EDWARD E. BERGER, INC.	HOTEL SHELburne LEX. AVE. & 37TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Dec. 6 1:00 P.M. Luncheon	PRESENTATION OF RESORT FASHIONS AT LUNCHEON "Sun Superlatives"--showing of Resort fashions by Russeks Fifth Avenue during luncheon. Press by invitation. Public by reservation. (Price: \$3.25). Contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Thursday Dec. 6 4:00 P.M. Cocktails	LINGERIE FOR SPRING AT PRESS PREVIEW Holeproof will present the Spring line of Luxite lingerie. Also, a new line of hosiery under the Luxite label. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	HOLEPROOF HOSIERY- LUXITE LINGERIE	HAMPSHIRE HOUSE COTTAGE
Friday Dec. 7 6:00 P.M.	SHOWING OF HOLIDAY FASHIONS Presentation of Holiday fashions in cocktail and after-five gowns. Open to public. Publicity: Muriel Lipchik, TR. 5-5700.	NAMM'S (BROOKLYN)	2ND FLOOR
Wednesday Dec. 12 9:30 A.M. Coffee	PREVIEW OF STOLES, SCARVES, HANDKERCHIEFS Stanley Herzman will invite the press to a preview of his Spring collection of Carol Stanley stoles, scarves, handkerchiefs, and Boutique items. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
Wednesday Dec. 12 12:30 P.M. Luncheon	RESORT & SPRING FASHIONS AT LUNCHEON "Touch Of Tomorrow"--Lotte of Drewyn will present fashions for Resort and Spring during luncheon. Press by invitation. Public by reservation; contact: Fashion Show Reservations, TE. 8-8000. Lotte of Drewyn Publicity: Sidney Dee Bloeme, JU. 6-4490. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LOTTE OF DREWYN, LTD.	HOTEL PIERRE COTILLION ROOM
Wednesday Dec. 12 12:30 P.M. Luncheon	RESORT SUITS AT LUNCHEON SHOW Bass-New York will show Resort and Cruise suits during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bass-New York Publicity: Laura Benham, RE: 7-8230. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	BASS-NEW YORK	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Dec. 18 7:00 P.M. Formal Dinner	RESORT COLLECTION BY CAROLYN SCHNURER "Flight To Japan"--via BOAC, a showing by Peck & Peck of their confined collection of Resort fashions, designed by Carolyn Schnurer. By invitation only. Publicity: Mrs. D. J. Todd, OR. 3-4700; Ouida Wagner, BOAC, CO. 5-3737.	PECK & PECK	BROOKLYN MUSEUM SCULPTURE COURT
Wednesday Dec. 19 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION CHRISTMAS LUNCHEON The Fashion Group's Ready-To-Wear Division will have a Christmas Luncheon. Chairman: Gwen Randolph. More details later. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Dec. 19 3:30 P.M. Cocktails	PREVIEW OF SPRING FOUNDATIONS & BRAS Showing at 4:00 P.M. By invitation only. Publicity: Sandra Kahn, MU. 9-2100	FLEXEES--ARTISTIC FOUNDATIONS, INC.	417 FIFTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Dec. 25	CHRISTMAS DAY (Tuesday--Legal Holiday).		
Jan. 1	NEW YEAR'S DAY (Tuesday--Legal Holiday).		
Thursday Jan. 3 10:00 A.M. Breakfast	SPRING MILLINERY AT PRESS SHOWING Showing of Sally Victor's Spring millinery collection to the N.Y. fashion press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Monday Jan. 7 10:00 A.M.	PRESS SHOWING OF SPRING MILLINERY Walter Florell will present his Spring millinery collection to the N.Y. fashion press. By invitation only. Contact: Walter Florell, PL. 5-8424.	WALTER FLORELL	29 EAST 53RD STREET SALON
Monday Jan. 7 2:30 P.M.	PRESS SHOWING OF SPRING MILLINERY Emme will invite the press to a preview of her Spring millinery collection. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	EMME	26 EAST 56TH STREET SALON
Monday Jan. 7 4:00 P.M. Cocktails	PRESS SHOWING OF SPRING MILLINERY L. and B. Karo will invite the press and trade to a presentation of the Spring millinery collection and a celebration of their 35th Anniversary. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	L. & B. KARO	7 EAST 37TH STREET SHOWROOM-11TH FLOOR
Beginning Monday Jan. 7- Jan. 10	NRDGA'S 41ST ANNUAL CONVENTION "Blueprint For 1952"--theme of the 41st Annual convention of the NRDGA. Twenty-nine separate sessions on increasing efficiency in every phase of retail operation. Attendance will be limited to department, chain and specialty store members of the Association. Publicity: Robert J. Mayer, Director of Public Relations, CH. 4-8700.	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER
Tuesday Jan. 8 8:00 A.M. Breakfast	SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. By invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA FERROQUET SUITE
Tuesday Jan. 8 9:00 A.M.	SIXTH ANNUAL HOSIERY FORUM Panel discussions on "Better Selling Techniques" and "The Buyer As A Department Manager" will be held from 9:00 A.M. to 12:00 Noon; luncheon will follow with a discussion by Walter J. McTigue, merchandise manager of Carson Pirie Scott, on "Merchandising Hosiery in 1952." The one-day program will conclude with a merchandising fashion show. Commentator: Alice Burrows, fashion coordinator, N.Y. office of The T. Eaton Co., Ltd. of Canada. Contact: Lillian Thompson, SP. 7-9364.	HOSIERY MERCHANDISING; HOSIERY INDUSTRY WEEKLY	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Jan. 8 4:30 P.M.	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION The House of Heller will present their semi-annual fashion show, featuring the Spring collection of Majeska-designed pearl jewelry for La Tausca. Showing at 5:00 P.M. (Cocktails after the show). Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	THE HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL PLAZA MAIN BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 8 7:00 P.M. Dinner	SPRING HAT FASHION SHOW AND DINNER Semi-annual millinery fashion show for trade and press. Reservations: Dinner and Show, \$20.00 (including tax); Mezzanine: show only, \$10.00 (including tax). Show at 9:00 P.M. For tickets, contact: Millinery Stabilization Commission, LO. 4-7800. Press by invitation. Publicity: Mary Kelley, LO. 4-7800.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM
Tuesday Jan. 8 7:30 P.M.	EIGHTEENTH ANNUAL FASHION SHOW "Salute To Fabrics"--theme of the 18th Annual fashion show of the National Association of House Dress Manufacturers, emphasizing the scope of tex- tiles used in daytime dress manufacturing as contrasted with fabrics used 50 years ago. A textile exhibit will continue throughout the entire week in conjunction with the convention. By invitation only. Publicity: Leon Klinger, LA. 4-6352.	NATIONAL ASS'N OF HOUSE DRESS MFRS.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday Jan. 9 9:30 A.M. Breakfast	BREAKFAST PREVIEW OF SPRING MILLINERY Breakfast showing of the Spring millinery collection by Irene of New York. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON
Wednesday Jan. 9 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY FASHIONS Mr. Fred will present his millinery collection for Spring at a showing for the N.Y. press. By invitation only. Publ.: Lily Davis, PL. 3-1010.	JOHN-FREDERICS	29 EAST 48TH STREET SALON
Wednesday Jan. 9 2:30 P.M.	PRESS & TRADE PREVIEW: SPRING COAT FASHIONS Presentation by Blossom Children's Coat Corp. of the collection of child- ren's coats for Spring, infants to 4 years; also, a showing of mother and daughter fashions. By invitation only for the press and trade. Publicity: Everett Goldstein, Everett-Bennett Advertising, MU. 5-7930.	BLOSSOM CHILDREN'S COAT CORPORATION	505 EIGHTH AVENUE SHOWROOM-21ST FLOOR
Thursday Jan. 10 11:00 A.M.	PRESS PREVIEW: SPRING MILLINERY COLLECTION Mr. John will invite the press to a preview of his millinery collection for Spring. By invitation only. Publicity: Petty Nelson, MU. 8-4906.	MR. JOHN, INC.	53 EAST 57TH STREET SALON
Thursday Jan. 10 2:30 P.M.	SPRING MILLINERY AT PRESS PREVIEW Presentation to the press by Laddie Northridge of his Spring millinery collection. By invitation only. Publicity: Donna Cannon, PL. 3-7072.	LADDIE NORTHRIDGE	16 WEST 57TH STREET SALON
Friday Jan. 11 10:00 A.M. Brunch	PRESS & TRADE PREVIEW OF SPRING MILLINERY Beatrice-Martin will invite the press and trade to a brunch and preview of her millinery collection for Spring. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.	BEATRICE-MARTIN	HOTEL PLAZA WHITE & GOLD SUITE
Monday Jan. 14 2:30 P.M.	MILLINERY PREVIEW FOR LOCAL PRESS Lilly Dache will present her Spring millinery to the N.Y. fashion editors. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 14 3:00 P.M.- 7:00 P.M. Cocktails	PRESS & TRADE SHOW OF NEW FOUNDATIONS Maidenform will invite the press and trade to a showing of the Spring collection. <u>Showing at 6:00 P.M.</u> By invitation only. Publicity: Jan Lovett, William H. Weintraub & Co., MU. 8-3901.	MAIDENFORM BRASSIERE CO.	HOTEL PIERRE GRAND BALLROOM
Monday Jan. 14- Jan. 18	CORSET AND BRASSIERE SHOW FOR SPRING 1952 The Spring 1952 Corset and Brassiere Show will be held Monday, Jan. 14 through Jan. 18. Contact: Jed Sylbert, Exec. Director, MU. 3-1593.	CORSET AND BRASSIERE EXHIBITORS GUILD, INC.	HOTEL McALPIN
Tuesday Jan. 15 4:00 P.M.	PRESS PREVIEW OF SPRING MILLINERY Presentation to the press of the Spring millinery collection by Braagaard. By invitation only. Contact: FL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Wednesday Jan. 16 12:15 P.M. Luncheon	MILLINERY DIVISION LUNCHEON MEETING The Fashion Group will hold its millinery division luncheon meeting. More details later. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM
Wednesday Jan. 16 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Russeks Fifth Avenue will present a collection of Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Russeks Publicity: Florence Lord, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Beginning Friday Jan. 18	TENTATIVE OPENING DATE: ITALIAN COUTURE Presentation of the collections of 12 of the leading Italian couturiers will begin, Friday, Jan. 18. Contact: Senor G. B. Giorgini, Florence.	LEADING ITALIAN DESIGNERS	GRAND HOTEL FLORENCE, ITALY
Beginning Monday Jan. 28	SCHEDULE OF LONDON COUTURE PREVIEWS <u>Monday, Jan. 28:</u> Norman Hartnell; Lachasse; Peter Russell; Michael Sherard. <u>Tuesday, Jan. 29:</u> Hardy Amies; Charles Creed; Digby Morton, Victor Stiebel. <u>Wednesday, Jan. 30:</u> Mattli; Worth Ltd. Admission by invitation only. Contact: Lillian Hyder, organizing secretary, 36 Bruton Place, London W.1.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	36 BRUTON PLACE LONDON, W.1., ENGLAND
Tuesday Jan. 29 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Seventh Annual "March of Dimes" Fashion Show, presented for the benefit of The National Foundation For Infantile Paralysis, with fashions from the New York Dress Institute Couture Group. Reservations: \$50.00 per person for "ringside" first tier tables; \$25.00 per person for other tables. For tickets, contact: Elaine Whitelaw, Nat'l Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday Feb. 4	TENTATIVE OPENING DATE: PARIS COUTURE Paris couture showings have been tentatively scheduled to begin Monday, Feb. 4. Individual dates will be announced later. Contact: Chambre Syndicale, 102 Rue du Faubourg, St.-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

BALLET...MOVIES...MUSIC...TELEVISION...THEATRE

- Beginning  
Monday  
Nov. 26
- THIRD WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY  
Nov. 26: Verdi's AIDA. Nov. 27: Mozart's LE NOZZE DI FIGARO. Nov. 28:  
Verdi's RIGOLETTO. Nov. 29: Puccini's LA BOHEME. Nov. 30: Strauss'  
FLEDERMAUS. Dec. 1. Mat: Verdi's LA TRAVIATA. Dec. 1. Eve.: Mascagni's  
CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI. Publicity: Margaret  
Carson, PE. 6-1200.
- Beginning  
Tuesday  
Nov. 27
- FINAL WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET  
Nov. 27: THE DUEL, LILAC GARDEN, SYLVIA: PAS DE DEUX, SYMPHONY IN C. Nov.  
28: SYMPHONIE CONCERTANTE, MIRACULOUS MANDARIN, PAS DE TROIS, FIREBIRD.  
Nov. 29: SERENADE, FOUR TEMPERMENTS, THE CAGE, BOURREE FANTASQUE. Nov. 30:  
SWAN LAKE, ILLUMINATIONS, A LA FRANCAIX, LA VALSE, Dec. 1. Mat.: THE DUEL,  
THE FAIRY'S KISS, TYL EULENSPIEGEL, CAKEWALK. Dec. 1. Eve.: CARD GAME,  
PRODIGAL SON, SYLVIA: PAS DE DEUX, SYMPHONY IN C. Dec. 2. Mat.: JINX,  
LILAC GARDEN, PAS DE TROIS, FIREBIRD. Dec. 2. Eve.: SWAN LAKE, TINTAGEL,  
AGE OF ANXIETY, CAKEWALK. Prices: \$1.50-\$3.60. Publicity: Philip  
Bloom, CH. 4-5185.
- Wednesday  
Nov. 28  
Dec. 5  
12:00 Noon
- TELEVISION: DON AMECHE-FRANCES LANGFORD SHOW WJZ-TV, CHANNEL 7  
Nov. 28: Mr. John will present a collection of his Holiday millinery from  
"Heaven On Earth" fashions for 1952. Dec. 5: Presentation of Resort and  
Travel fashions by Vera Maxwell. TV Fashion Show Coordinator and Contact:  
Kay Bardsley, CI. 7-5700, Ext. 8908.
- Wednesday  
Nov. 28
- OPENING: "I AM A CAMERA" EMPIRE THEATRE, B'WAY & 39TH STREET  
John van Druten's adaptation of Christopher Isherwood's "The Berlin  
Stories", presented by Gertrude Macy in association with Walter Starcke.  
Stars: Julie Harris and William Prince. Director: John van Druten.  
Setting and Lighting: Boris Aronson. Costumes: Ellen Goldsborough.  
Publicity: Barry Hyams, JU. 6-5274.
- Thursday  
Nov. 29
- FIVE WEEKS: "DON JUAN IN HELL" CENTURY THEATRE, 7TH AVE. & 59TH ST.  
The First Drama Quartette, directed by Charles Laughton, will present  
George Bernard Shaw's dream sequence of "Man and Superman" for a limited  
engagement.. Producer: Paul Gregory. Stars: Charles Boyer, Charles  
Laughton, Cedric Hardwicke, and Agnes Moorehead. Publicity: Karl  
Bernstein, CI. 6-0427.
- Wednesday  
Dec. 5
- OPENING: "NINA" ROYALE THEATRE, 242 WEST 45TH ST.  
Andre Roussin's Paris comedy hit, adapted by Samuel Taylor, presented by  
John C. Wilson and H. M. Tennent, Ltd. Stars: Gloria Swanson, David  
Niven and Alan Webb. Director: Gregory Ratoff. Settings, Lighting and  
Costumes, Charles Elson. Publ.: Willard Keefe or David Tebet, CI. 7-5282.
- Thursday  
Dec. 6
- PREMIERE: "PANDORA AND THE FLYING DUTCHMAN", NORMANDIE THEATRE, 57TH & 6.  
With the opening of the new Normandie Theatre, MGM will present the  
Technicolor film about a legendary Dutch sea captain of the 16th Century  
who must return to earth every seven years and search for a woman who  
will love him more than her life. Stars: James Mason and Ava Gardner.  
Producers: Albert Lewin and Joseph Kaufman. Director: Albert Lewin.  
Costumes: Beatrice Dawson. Publicity: Herbert Crooker, JU. 2-2000.
- Saturday  
Dec. 8
- OPENING: "THE CONSTANT WIFE" NATIONAL THEATRE, 206 W. 41ST ST.  
Somerset Maugham's comedy will be presented by Katharine Cornell and  
directed by Guthrie McClintic. Stars: Katharine Cornell, Brian Aherne  
and Grace George. Publicity: Sol Jacobson, CH. 4-1482.